

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (currently amended): An information linking method comprising:
receiving, by a first terminal device, first content of interest including a video image, which is broadcasted from a broadcaster;
sending, by the first terminal device, first information to identify said first content, first target area selected to define a part or all of an object from said first content, and messages to a server equipment across a computer network,
wherein said first target area is selected and messages are input by a user of said first terminal with a manipulator of said first terminal;
receiving, by the server equipment, said first information to identify said first content, said first target area selected, and said messages;
generating, by the server equipment, information related to the object from the content from a part or all of said messages received; and
interlinking and registering, by the server equipment, said first information to identify said first content, said first target area selected, and the information related to the object from the first content into a database after broadcasting said first content,
wherein a path across which said first terminal receives said information related to said object from the content is different from a path across which said first terminal receives said first content.

2. (original): An information linking method as recited in claim 1 wherein:
said server makes up a group of two or more terminal devices including said first terminal device and a second terminal device and sends said messages received to one or more terminal devices including said second terminal device, belonging to said group, across the computer network; and
said second terminal device receives and outputs said messages.

3. (original): An information linking method as recited in claim 1 wherein:
said server registers advertising keywords and advertising information specified or requested by an advertiser into the database, determines whether said advertising keywords are linked with said information related to the object from the content, and sends said advertising information to terminal devices across the computer network when it has been determined that at least one of said advertising keywords is linked with said information related to the object from the content; and
the terminal devices receive and output the advertising information.

4. (currently amended) A terminal device comprising:
an input unit that inputs content of interest including a video image, which is broadcasted from a broadcaster;
a manipulator that obtains as input a target area selected and messages;
a network interface that transmits information for identifying the content, said target area selected, and the messages to a server equipment across a computer network, and that receives information related to an object from the content, which is

generated by the server equipment from a part or all of the messages, across the computer network; and

a display that displays said content of interest on which the object is identifiable within said target area selected and the information related to the object,

wherein ~~linking of the object and the information is intelligible~~ are interlinked after broadcasting the content, and

wherein a path across which said network interface receives said information related to said object from the content is different from a path across which said input unit inputs content.

5. (currently amended): A server equipment comprising:

means for receiving first information to identify content of interest including a video image, said content is broadcasted from a broadcaster to a first terminal device, first target area selected, and messages transmitted from a first terminal device across a computer network,

wherein ~~said content is transmitted from a different pass from said server equipment,~~ said content is broadcasted from a broadcaster to the first terminal, and said broadcasting path is a different path from said server equipment to the first terminal device, and

wherein said first target area is selected and messages input by a user of said first terminal with a manipulator of said first terminal;

means for generating information related to an object from the content from a part or all of the messages;

means for interlinking and storing said first information to identify content of interest, said first target area selected, said messages, and said information related to an object from the content into a database after broadcasting said content;

means for receiving and storing a set of second information to identify content of interest and second target area selected, transmitted from a second terminal device across the computer network, into the database;

matching means for matching said first and second information to identify content of interest and said first and second target areas selected; and

means for sending said messages and/or said information related to an object from the content to said second terminal device across the computer network if matching for both couples is verified as the result of the matching.

6. (previously presented): A server equipment as recited in claim 5 further comprising:

means for registering advertising keywords and advertising information specified by an advertiser into a database;

means for determining whether said advertising keywords are linked with said information related to an object from the content; and

means for sending said advertising information to said first or second terminal device across the computer network when it has been determined that at least one of said advertising keywords is linked with said information related to an object from the content.

7. (previously presented): A server equipment as recited in claim 6
further comprising:

marketing information analysis means for generating marketing information, based on statistics obtained from any of said first information to identify content of interest, said first target area selected, said messages, said information related to an object from the content, said second information to identify content of interest, said second target area selected, and said advertising keywords, or any combination of a plurality of items thereof.

8. (previously presented): A server equipment as recited in claim 7,
wherein said advertising keywords include:

nouns including, at least, the name of an article of trade, and the name of one of various types of utensils, the name of a person, the name of an institution, and the name of a district such as a city;

proper nouns;

verbs that express an act, occurrence or mode of being; pronouns; and combinations thereof, i.e., compounds, phrases, and sentences.